

ABSTRACT OF THE DISCLOSURE

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A method for rapidly creating and altering a website comprises a plurality of activators, each of which is designed for a specific task, such as news listings, job listings, search interface, shopping cart or discussion board, and a database for storing content data and presentation logic. Each activator has a web server component and a business server component. The web server component can be called using server-side scripting and, when called, dynamically generates the HTML code needed for presenting the content data in accordance with the presentation logic stored in the database. The web server is capable of communicating with the business server component to forward requests for particular portions of a web page. The business server component in turn communicates with a database that houses both the content data and presentation logic. Activators interface with browser-based applications that are capable of enabling those specific activators desired for a particular web site and allows a user to add or modify the content data and the presentation logic in the database without first coding it in HTML.